

LIES LIKE THAT By FRED NEHER



"The fact that it's the first day of summer is no excuse for this sort of thing, Miss Jones!"

TV CANDIDS
by
Terrence O'Flaherty

Recently I was watching the Poise deodorant commercial and wondering whether I was the "Light" type, the "Medium" type or "Active"—more familiarly known as "Ugh," "Phew" and "Holy Toledo!"

This is a TBF commercial—Terrible But Funny. It occurred to me that most television plugs fall into categories. I wonder how many of them are really effective.

Consider the Poor Stupid Housewife Skit. I'll bet that no housewife in America—not even one who is REALLY poor and stupid—wants to THINK she is.

We're all familiar with the beefy oaf who repairs washing machines and recommends "Dash" to the PSH who is standing alongside.

And what about the busybody neighbor who ACTUALLY KNOWS HOW TO GET STUBBORN STAINS FROM THE SINK! There isn't a housewife in my neighborhood who wouldn't give her the heave-ho in a jiffy.

As my neighbor Mrs. Pellachotti says, "Nobody on my block is going to tell me how to remove that stubborn stain from my sink. It's been there a long while and I LIKE it. It looks like a turtle and over the years we've become good friends."

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The famous-person plug has a reverse effect on me. I do not care if Molly Goldberg approves of something or if Dean Martin uses a certain airline. Matter of fact I cannot think of anything that Mrs. Goldberg and I have in common. And I would go out of my way to avoid running into Dean Martin in the air or anywhere else.

Who are they kidding anyway? Does anyone believe that a glamorous actress actually cares what kind of floor wax is used on her kitchen floor? It's something the maid buys and she never sees.

The only Famous-Person Plug that ever made sense to me was when Joan Crawford advertised Pepsi Cola. She owns it.

The one type of commercial that causes my Phoniness Meter to hit the top with the greatest frequency is The Shampoo Lady With The Oily Voice. She uses phrases like "careless rapture" and "shining glory." Gloria De Haven appeared recently on the Crosby Show as an S. L. with a particularly O. V. and the meter did handsprings.

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The inverse snob appeal is one that appears infrequently. The one that defies all logic is a wine commercial for a vin rose. The announcer calls it "vinn rosay." If he's going to give the second word a French pronunciation, why not the first?

And what about the Mean Tempered Man technique? My favorite is the one who drives home from work to find his youngster's tricycle blocking the driveway. He yells to his wife:

"Can't you tell Billy to KEEP HIS CYCLE OFF THE DRIVEWAY!" The announcer interrupts to say: "He needs Anacin."

The heck he does! What he needs is a kid who obeys his mother.

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I have some sad news for viewers who derived amusement from watching the pain-relieving pills dissolve in the Stomach-Diagram Serials. The Federal Trade Commission has cracked down on Anacin, Bufferin, Bayer Aspirin and St. Joseph Aspirin with the charge that there is no significant difference in the speed of any of the four pain-killing products.

Even honesty doesn't always pay off. Take the host who interrupts the entertainment to say: "In just 60 seconds our show will continue." This is a nice, but foolhardy, gesture on the sponsor's part and an open challenge to the viewer to see if he can make it to the kitchen, open the refrigerator door, pry the cap off a bottle of beer and get back to the living room in 60 seconds.

Try it sometime. It's a quick way to find out whether you're "Light," "Medium" or "Active."



BLUE CHIP STAMPS

7 MAGIC SALE DAYS — JUNE 14 THROUGH JUNE 20

Volume is up!
Sales galore!
Everyone's buying
at Magic Chef!

SWANSON'S - BEEF, CHICKEN OR TURKEY

FROZEN MEAT PIES
5 reg. pkgs. **\$1**



YELLOW CLING - HALVES OR SLICED

DEL MONTE PEACHES
5 no. 2 1/2 cans **\$1**



FROM SELECTED APPLES

DEL MONTE APPLESAUCE
6 no. 303 cans **\$1**

PINEAPPLE - GRAPEFRUIT

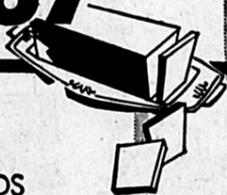
DEL MONTE FRUIT DRINK
6 29-oz. cans **\$1**

EXTRA TASTY

DEL MONTE CATSUP
6 14-oz. bottles **\$1**

FIRST QUALITY - GRADE "AA"

GOLDEN CREME BUTTER
pound pkg. **67¢**



GIANT SIZE

RINSO BLUE
incl. 10c off **59¢**

ALL PURE **EVAPORATED MILK**

2 tall cans **25¢**

CARNATION instant milk is here

INSTANT NO

PUSS 'N BOOTS is a quality blend

CANNED CA

LINDSAY olives add the perfect

PITTED RIPE

These delicious, rich meaty mus

ERLAND MU

ALL GRINDS **FOLGER'S COFFEE**
pound can **59¢**

SIMPLY DELICIOUS **S & W KIDNEY BEANS**
2 no. 303 cans **25¢**



ASSORTED FLAVORS **SHASTA SOFT DRINKS**
10 12-oz. cans **89¢**

ASSORTED COMBINATION FRUIT FLAVORS **CAL FAME FROZEN DRINKS**
3 6-oz. cans **25¢**

SARNOFF - 100% GRAIN

VODKA
"You won't breathe it to a soul" Full Fifth **\$2.98**

CARR'S SPECIAL BLENDED **SCOTCH WHISKY**

"Imported from Scotland" Full Fifth **\$3.98**



From the choice vineyards of California **CHEVAL BLANC**
NATURALLY FERMENTED **CHAMPAGNE**
White - Pink or Sparkling Burgundy **\$1.89** Full Fifth

SANDWICH STYLE **RATH BLACKHAWK HAMS**

3 pound tin **\$2.98**



TENDER & JUICY **GRAND TASTE WIENERS**
pound pkg. **45¢**

WISCONSIN **MILD CHEDDAR CHEESE**
pound **59¢**

RIPE - SWEET - THICK MEATED **CANTALOUPE**
5 for **\$1**

SWEET 'N TENDER **CORN ON THE COB**
12 ears **39¢**

FRESH - **ROMAINE**
2 heads **1.00**